



CLEAN JUICE ROLLS OUT NUTRIENT-RICH PRODUCT INNOVATIONS HIGHLIGHTING NUTRITIONAL HEALTH AND WELLNESS SUPERFOODS

Leading Organic QSR Latest Offerings Focus on Powerful Elderberry and Super Green Fruits and Vegetables

CHARLOTTE, N.C. (February 2022) – Clean Juice, the first and only national USDA-certified organic juice bar franchise and quick service restaurant introduced a new line-up of all USDA-certified organic concoctions adding a new level of guest interaction with its recently launched Cleanse Club subscription cold-pressed juice program. The first is a new nutrient-rich “Juice ‘Til Dinner” cleanse featuring a line-up of powerful green cold-pressed juices, followed by a collection of limited-time-offer (LTO) menu innovations featuring the all-natural immune-boosting ingredient Elderberry.

“The new year brings new menu item innovations to the Clean Juice nation and we are very excited with this new line-up of all-natural, organic superfoods,” said Landon Eckles, CEO, Clean Juice. “Leafy greens and elderberry is among earth’s most powerful, natural antioxidants, and we are pumped to feature both across our most popular menu product lines including acai bowls, smoothies and as a new track within our growing Cleanse Club program.”

The New Super Greens Cleanse Exclusive To Cleanse Club Program

The Super Greens Cleanse is a convenient alternative to a full-day cleanse and sits side-by-side with The Beginner Cleanse in Clean Juice’s “Juice ‘Til Dinner” menu category. The Super Greens Cleanse includes two Green 16-ounce cold-pressed juices, two 16-ounce Sweet Green cold-pressed juices, and a 2.5-ounce Wheatgrass wellness shot. Guests will drink the juices in this order: Sweet Green, Green, Sweet Green, Green, and a Wheatgrass shot throughout the day until dinner time.

Drinking The Super Greens Cleanse is equivalent to eating 18 Clean Juice salads. The Super Green Cleanse features the all-natural, nutritional, immunity-boosting benefits of consuming high concentrations of spinach, celery, kale, cucumber, apple, mint, wheatgrass with accents of lemon and ginger.

The Return of Elderberry

Elderberry is back in full nutritional force with a line-up of menu offerings each featuring the extracted berries and flowers of elderberry, which are packed with immune-boosting antioxidants and vitamins. Elderberry is also known to help tame inflammation, lessen stress, and help protect the heart. The new Elderberry LTO items are available until the end of February including the following, all USDA-certified organic ingredients:

The Elderberry One: Ginger, Pineapple, Strawberries, Banana, Elderberry, Honey, Almond Butter, and Almond Milk

The Elderberry Bowl: Acai Blended With Banana, Strawberries, Blueberries, Honey, Cacao, Elderberry, and Almond Milk Topped With Banana, Coconut Chips, Goji Berries, and Granola

The Golden Latte: Coconut Milk Powder, Coconut Sugar, MCT Oil Powder, Freeze-Dried Coconut Water, Freeze-Dried Turmeric Juice, Ceylon Cinnamon, Ginger, Turmeric Extract, Cardamom, Himalayan Salt, Ground Vanilla, and Black Pepper Extract

The Red Velvet Latte: Coconut Milk Powder, Beet Juice Powder, Cacao Powder, Coconut Sugar, MCT Oil Powder, Lion's Mane Mushroom Dual Extract, Reishi Mushroom Dual Extract, Chaga Mushroom Dual Extract, and Natural Vanilla Flavor

Closing out the year, Clean Juice inched closer to its 100th Franchise Partner and its 200th store in just 5 years of franchising. Currently, there are 118 open stores with 67 in development and an additional 13 corporate-owned store locations. Heading into the new year, Clean Juice double-down on its expansion based on the company's historic climb to becoming a household brand in the health and wellness, all organic fast-casual food space. Clean Juice attributes its momentum by staying true to the cornerstone values of its brand alongside an unparalleled customer-service training and implementation program in each store. Additionally, Clean Juice remains committed to product innovation, with regularly scheduled launches of new menu items from center-of-the-plate items to seasonal favorites, which is lauded by the brand's more than 3 million and growing loyal guests.

To learn more about Clean Juice's hometown, home-grown story, its core values, its menu, and its rapid expansion on the national QSR scene visit www.cleanjuice.com. To become a Clean Juice Franchise Partner, visit www.cleanjuicefranchising.com.

About Clean Juice®

Landon and Kat Eckles started Clean Juice® in 2016 as the first and only USDA-certified organic juice bar franchise and is rooted in the "healthy body and a strong spirit" (3 John 1-2) scripture and highlights the importance of an organic, plant-based diet. Clean Juice® offers organic cold-pressed juices, smoothies, açai bowls, salads, sandwiches, wraps, and other healthy foods in a warm and welcoming retail experience. In its short history, Clean Juice has amassed dozens of achievements and awards, including most recently being named #154 in *Entrepreneur* Magazine's 2021 Franchise 500® ranking and the #1 spot as Franchise Gator's 2021 *Fastest-Growing Franchises* list. Clean Juice continues to seek and welcome qualified prospects to its family of franchise partners. For more information about Clean Juice®, its leadership team, its core values, and franchising opportunities, please visit www.cleanjuice.com or www.cleanjuicefranchising.com.

Media Contact: B. Quick Chadwick, VP of Marketing, Clean Juice, quick@cleanjuice.com, 678-637-5552